

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.

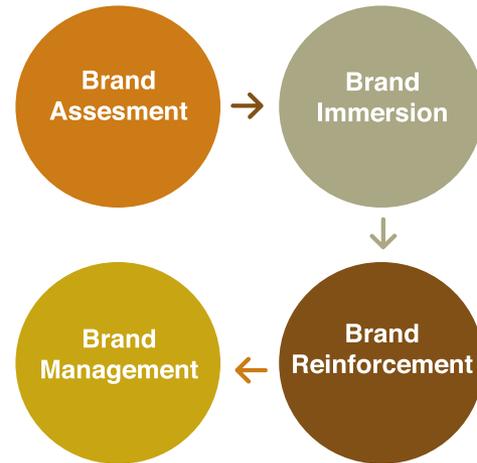
Operating from Mumbai and Bengaluru, our team works with passion and verve to deliver innovative solutions; right from developing strategy to completing a superior creative expression across all media vehicles. We have a creative reputation for ensuring a high return on investment through intelligent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

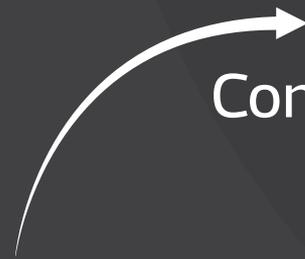
Upgrade

# 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.

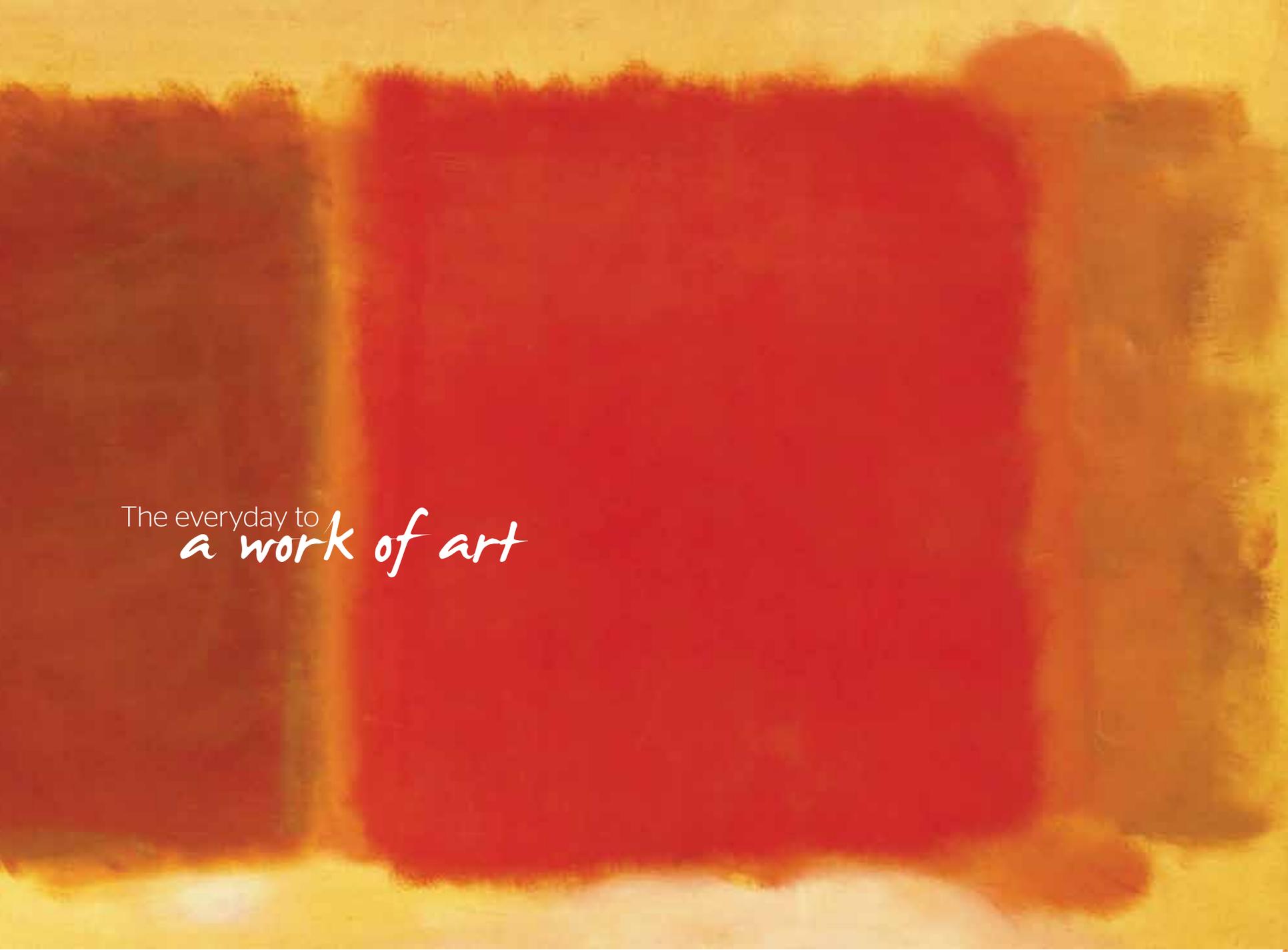
And thoughtful consummate  
luxury is about.

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 painterly 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 RAJASTHAN GOLD

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.

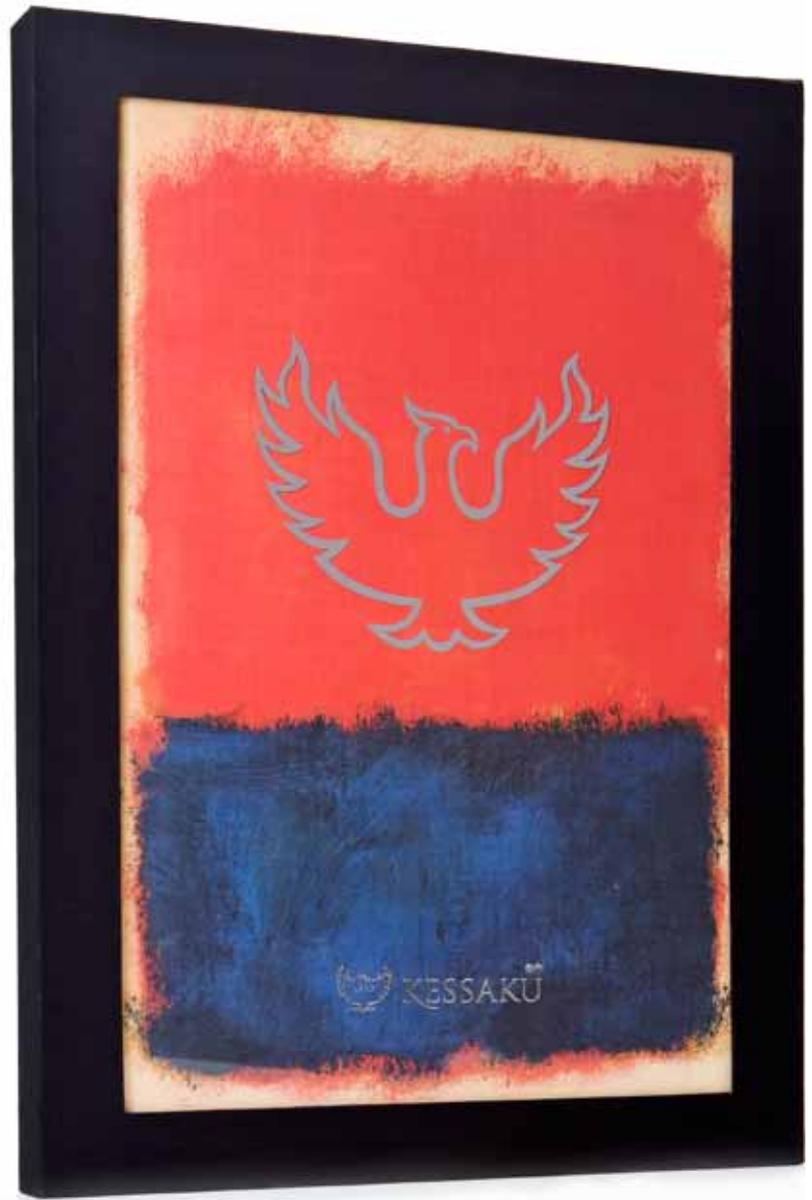


Experience center reception

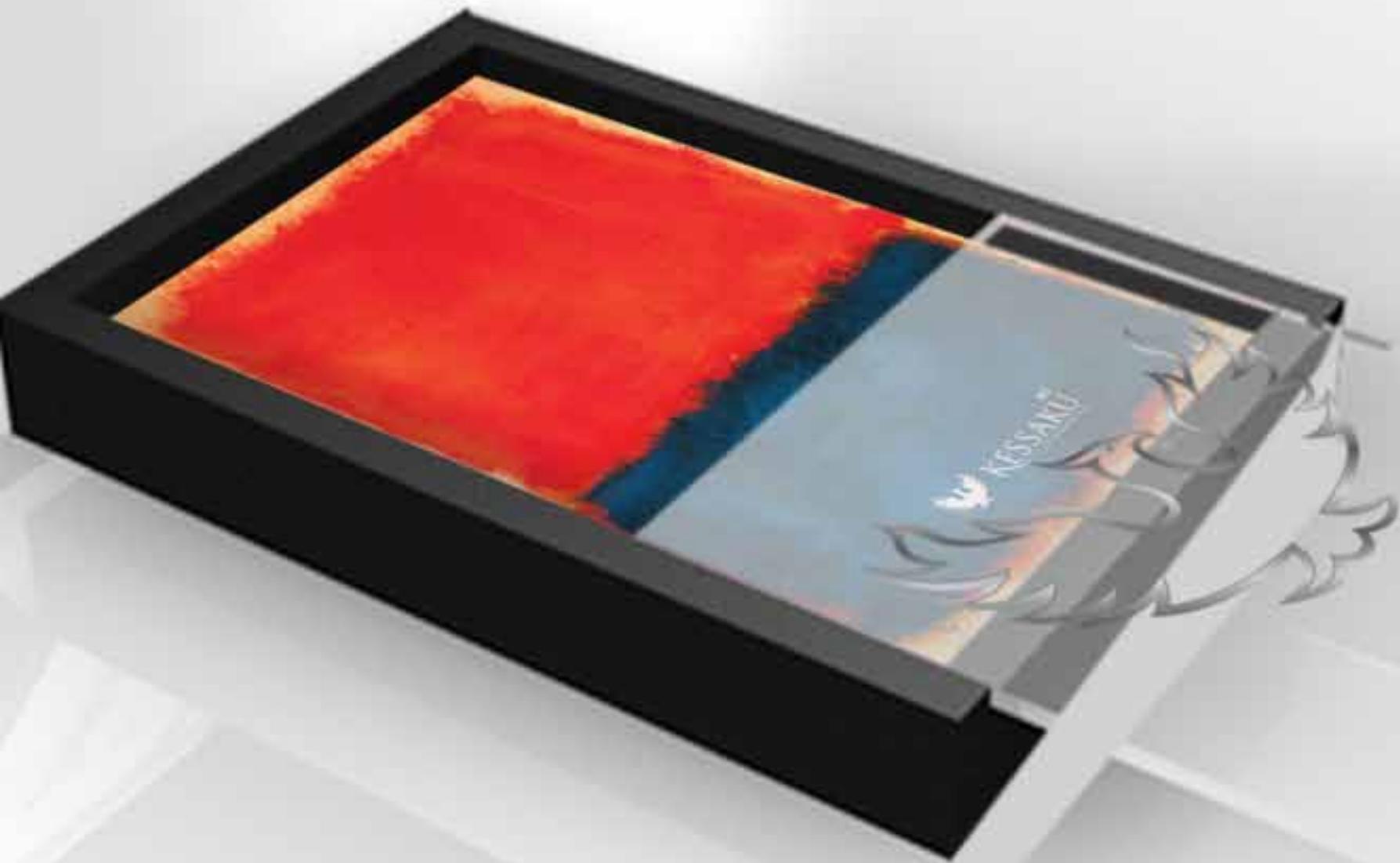


Hors d'ouvres menu

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 balance their lives, the KAZE is a perfect example of how to do it. The building's design is a perfect blend of modern architecture and nature, with green spaces and gardens on every floor. The building is a perfect example of how to balance your life. The building is a perfect example of how to balance your life. The building is a perfect example of how to balance your life.

- High quality construction
- Price from \$1,000,000
- Green spaces and gardens
- Modern amenities
- Flexible and customizable

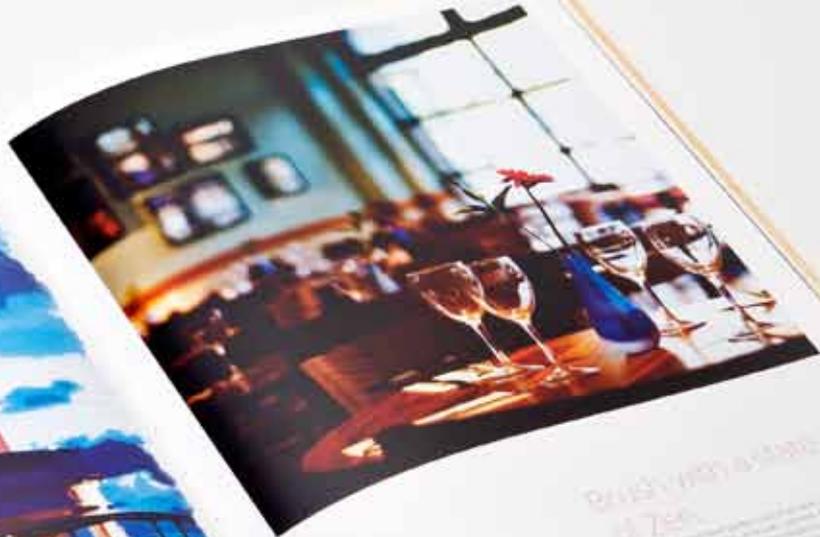
**KAZE**  
The Sky Club

- High quality construction
- Price from \$1,000,000
- Green spaces and gardens
- Modern amenities
- Flexible and customizable



Walk into a perfect state of  
beauty and balance

...the perfect state of beauty and balance is achieved through a combination of natural beauty and the right products. The right products are those that are gentle on the skin, yet effective in providing the necessary hydration and protection. The right products are those that are easy to use, yet effective in providing the necessary hydration and protection. The right products are those that are gentle on the skin, yet effective in providing the necessary hydration and protection.



### 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 and the ocean. The atmosphere is elegant and sophisticated, with a menu that features a variety of international dishes. The service is attentive and professional, ensuring a memorable dining experience. The restaurant is a perfect spot for a romantic dinner or a business meeting. The view is simply breathtaking, and the food is delicious. The service is excellent, and the atmosphere is just what you need for a special occasion. The restaurant is a true gem, and it's a must-visit for anyone who loves a good view and a great meal.



eggs for the  
home and the



## Where the world begins around you

### World Travel Centre

**Shopping**  
 Duty-free  
 Duty-free  
 Duty-free  
 Duty-free  
 Duty-free

### Fuel &

Travel  
 Travel  
 Travel  
 Travel  
 Travel

### Alcohol

Alcohol  
 Alcohol  
 Alcohol  
 Alcohol  
 Alcohol

### Wellness

Wellness  
 Wellness  
 Wellness  
 Wellness  
 Wellness

### Health Care

Health Care  
 Health Care  
 Health Care  
 Health Care  
 Health Care

### Schedule

Schedule  
 Schedule  
 Schedule  
 Schedule  
 Schedule

### VACCO's lounge



## Infinity edge pool

Small, illegible text block located below the main title on the left page.



Brochures for the individual towers



Brochures for the individual towers



Chocolate Box



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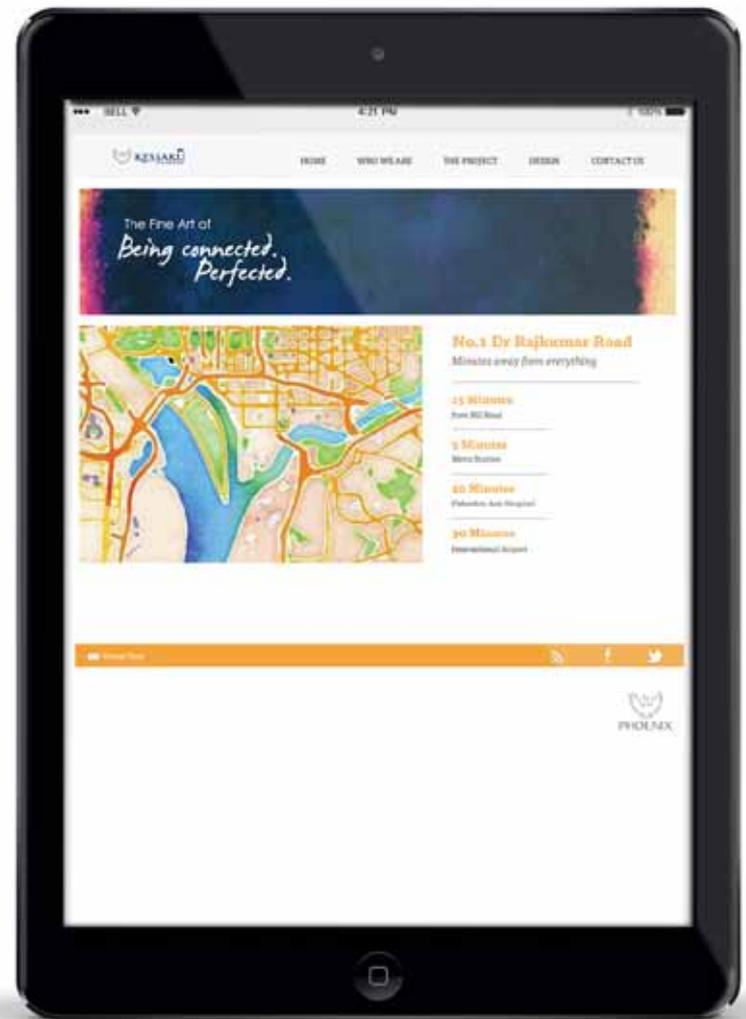
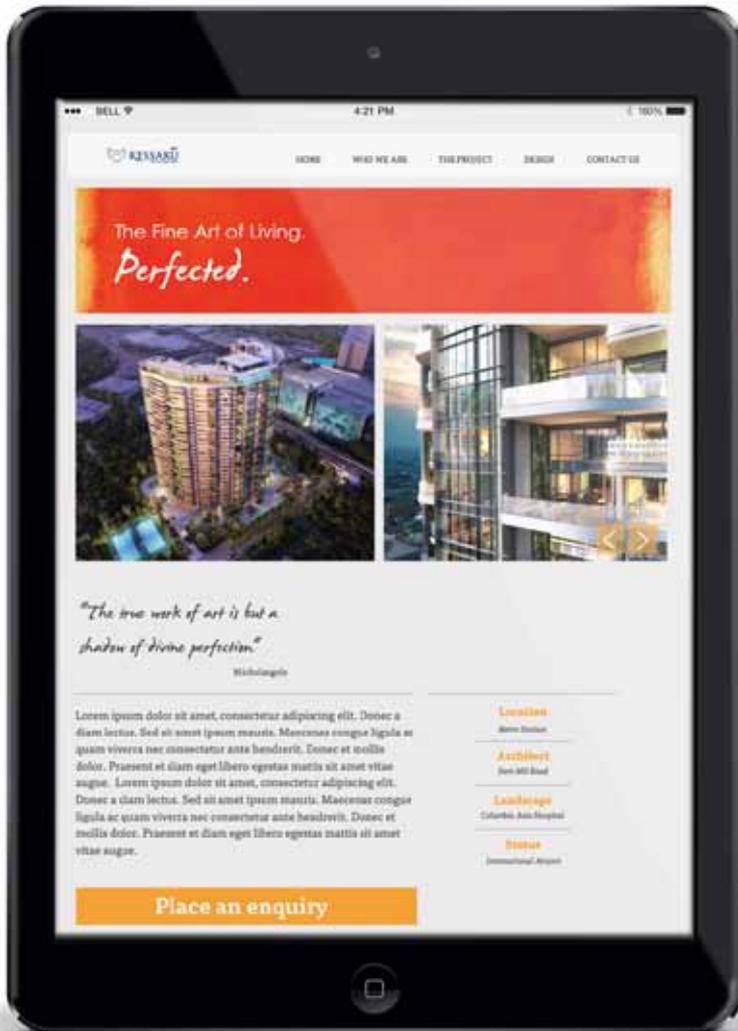
傑作  
KESSAKU  
1 DR. RAJKUMAR ROAD

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

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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!



VRAHEJA



HOUSE OF  
HIRANANDANI

TAJ  
Leisure Hotels



THE TIMES OF INDIA

[IMPACT]

Nitesh  
ESTATES



DNA  
DAILY NEWS & ANALYSIS

TATA



Borosil

IndusInd  
Bank

BBC  
WORLD  
Putting News First.

RELIGARE  
Values that bind

Discovery  
travel  
& living



ASHOK LEYLAND





Vyas Giannetti Creative Pvt. Ltd. | Integrated Design Consultancy | E [creative@vgc.in](mailto:creative@vgc.in) | W [vgc.in](http://vgc.in)