SPOTLIGHT
Jaipur Rugs

AMAZING ABODE
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DESIGN TALES
Jimmy Mistry, Della Group
Driven by Passion

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What was the turning point in your life that served as a stepping stone into the world of design?
At Delta, it all begins and ends with a smile. For every customer is important, providing exceptional service and quality consistently, is the key at Delta Adventure & Resort. Whether it is the shock value of a unique welcome drink, availability of 24-hour gourmet food at an adventure park, a functional kitchen and pool every night, signature cocktails or minute hints like humorous anecdotes in the washrooms, having the patron pleasantly surprised is what makes Delta smile. From furniture imports to manufacturing to turn-key interior design, the turning point came when I visited Italy for the first time way back in 1996. I was exposed to the world of Italian as well as Global design as I found myself representing Olivetti Synthesis as one single company which was the 2nd largest office furniture manufacturer. Getting to know their massive, mammoth manufacturing capabilities and the design studios that were feeding these designs, to Olivetti was an eye-opener. Further interacting with the design studios like Charles Pollock, Ettore Sottsass and others, I grew in my understanding of what they are so professionally delivering in value and how the whole business works at a macro, global platform.

Today, in our organisation, when we design at a mass scale, we ensure that design processes are on paper and their applications are evaluated.

Tell us about 'Della' and its journey so far?
The journey began in 2007 when I identified a piece of land to create a home for myself in Lonavala and from there on I fell in love with the property and I decided to build a few villas. That's where the real journey of Delta Adventure & Resort began. It expanded into Delta adventure, which was more of passion that turned into a profession. I have always been very fond of bikes, ATV's, horses and dogs and wanted a place where all these could have been enjoyed in a clean, wholesome environment. That's where the concept and idea was born and we set up Delta Adventure Park in 2009. In 2010 we set up the Camp Delta resort which was the first 30 rooms, followed by the 120 rooms, which added our inventory to 80 rooms and we got into full fledge hospitality. We set up 3 unique restaurants, 1 after the other and a whopping 7 banquet facilities.

So, with a total of practically 4 stay experiences plus the designer suites, Delta stands at 170 rooms on a 450-acre property and we are now adding another 50 rooms. To be able to create 4 properties with distinct touch and feel unique concept within the same piece of land is the benchmark we have brought on the table in the Indian hospitality landscape. All of these are commonly tied up with meticulous design at the heart of it. We have...
At Della we create very unconventional, research oriented and inspirational designs, which are extremely process oriented and also it aims at improving the lives of people and the environment they occupy.

Being a self-trained architect, how have your learnings influenced Della Adventure and resorts?

At the time when I started my career as a contractor, my turning point in design came way earlier than I expected. Working for the super successful architects across India, I started picking up the design and various aspects of construction, and that made me a keen observer with a critical eye. Design to me was the magic of working with materials and the joy of creating spaces for people. The process was then applied to me when I started my turn-key interior design practice and subsequently continued my journey. Rubbing shoulders with internationally renowned design firms helped me bring the best of design in architecture and

furniture supplies for architects in Gurgaon and Kolkata way back in 1996-97 and then the international exposure. Having the experience of many design practices across India and gaining insight of their methodology and design DNA to the Italian top-end design companies and their method of operating and designing, this was my foundation and learning ground starting from 1991 up till 2000. Almost 10 years that I worked and understood design from many different perspectives made me a rounded and complete designer.
According to you, what is the most interesting/fascinating thing about architecture in India?

Architecture in India has woken up to a rude shock because of the global onslaught of international architects and design firms who have come in rampant into our country in about the last 10 years. Most of our Indian design firms with large practices have turned into drafting studios for these international firms. Hence, when you look at large scale developments especially upscale development in the cities, developers are choosing only to use international design firms and not domestic. And yet it's a very interesting time as the magnitude of development is very high in terms of high-rise and mixed-use projects. Hence, I think it's become important for architects and design firms to get their acts together, scale-up their operations and design processes and try and go out there to create something unique that would give our architectural landscape a flavour of its own, even with the onslaught of these highly professional international firms.

In the world of hospitality, in my view, Indian architecture is going through a learning phase, still. While international design firms have been rolling out these multi-national hospitality brands, there is a lot of scope for the Indian architects to yield local flavours and yet keep their designs global in terms of luxury.
Tell us something about your recently completed or undergoing projects?

Fella currently has 3 business verticals with the 6th one launching in the coming year. So I’d like to say we’ve got our slate pretty full for a while. Propelling its growth, Fella Resort & Adventure Park is now in its next phase of further developing this unique property. The luxury resort will soon see an addition of 50 Villa resort rooms to the existing rooms, which will offer the best of luxury and comfort for a lavish stay to adventure lovers.

Two new banquet halls, equipped to accommodate a high capacity of 250 people each, will soon be added.

DATA (Delta Adventure and Training Academy) being the latest addition, has generated a great response especially to the idea of military style training with luxury amenities available for civilians. Modules span across Counter-terrorism for Civilians, Real-Life Survival and Jungle Survival, each of which features different progressive levels to be achieved. I believe there will be opportunities coming up very shortly to expand into other cities as well.

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