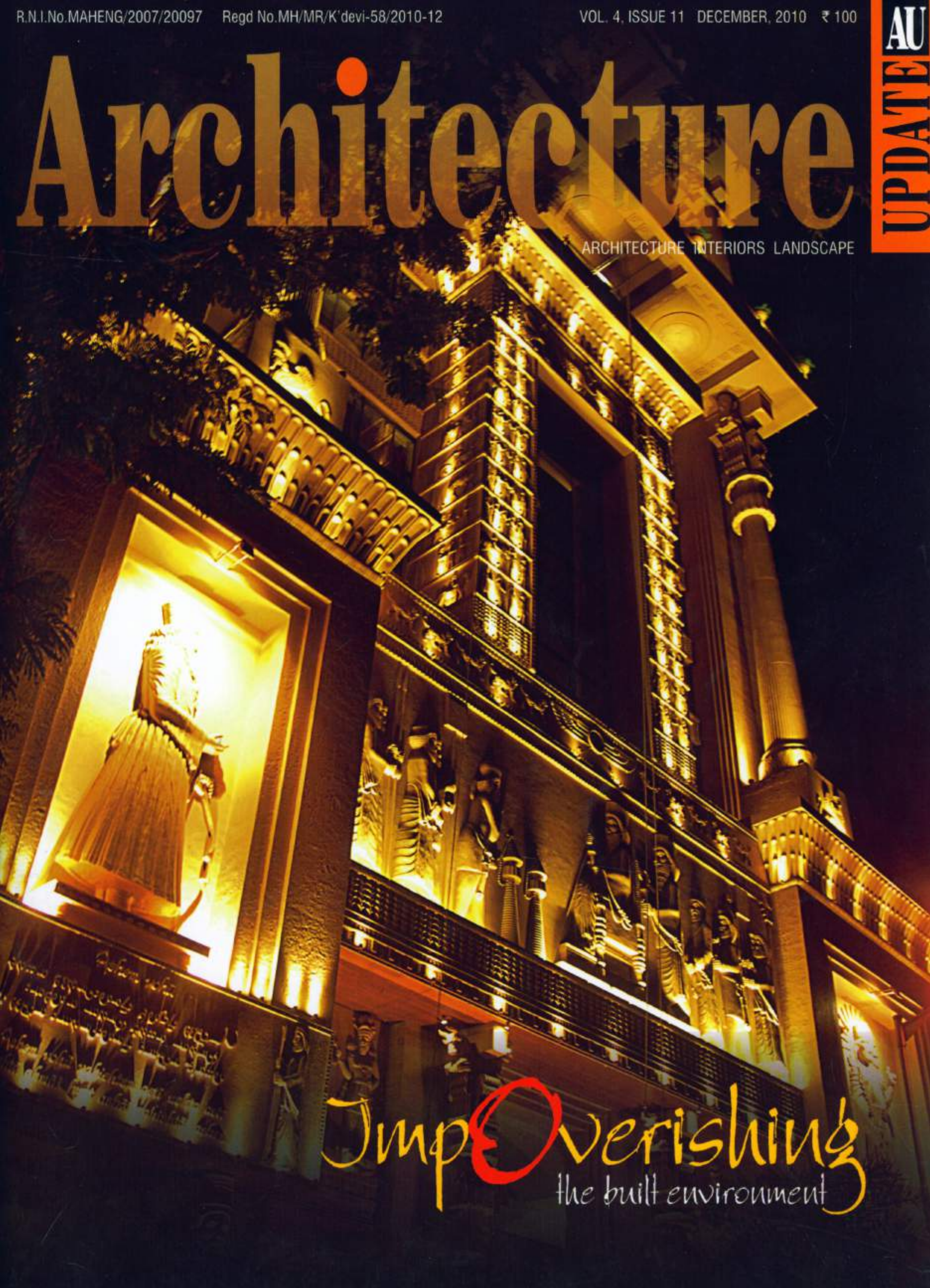


Architecture

ARCHITECTURE INTERIORS LANDSCAPE



ImpOverishing
the built environment



text & photographs: courtesy, the architect

Reflecting

Persian Imperial

Not only Parsi and Irani Zoroastrians but the whole world is in awe of the majestic architectural structures that one finds at Persepolis and Pasargade near Shiraz in Iran. Though the ravages of time have levelled to ground the most imposing edifices of the Achaemenian period, the ruins that still remain serve to reveal the departed grandeur of Persian Zoroastrian architectural masterpieces.



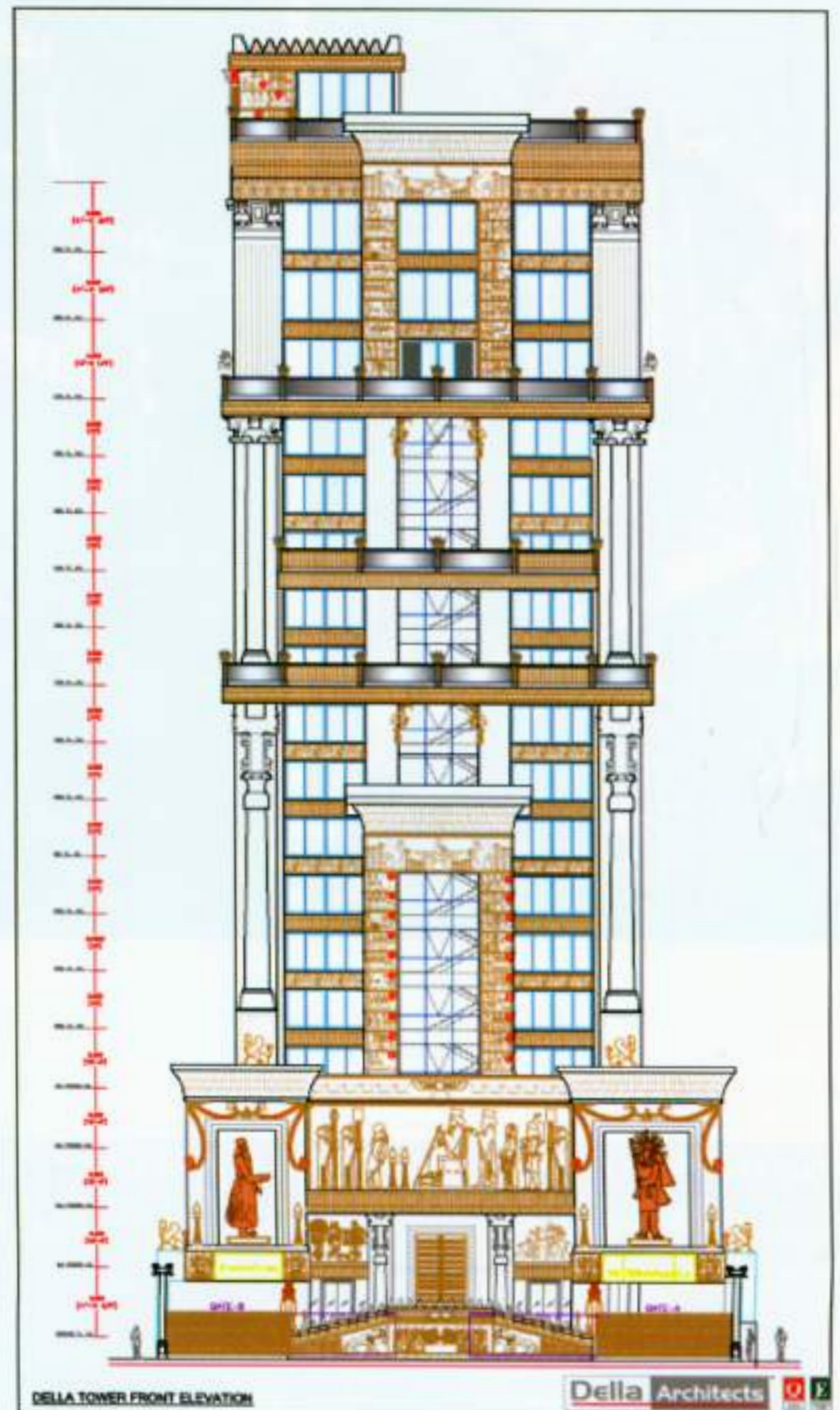
The 'Della Towers' imparts some of the ancient Zoroastrian Imperial reflecting the beauty and culture of ancient Iran into a residential tower, recreated amidst hustle and the bustle of Mumbai city. The architect wanted to create an iconic building for the Parsi community showcasing Persian Architecture from Iran in pristine glory and not in ruins as seen worldwide. This residential tower provides its tenants with a feeling of togetherness along with the security and comfort required in amidst the hustle and bustle of Mumbai city. It also paves the way for tenants to witness history and culture in its most dramatic form, thus strengthening the very foundations of the Parsi community.

'Della Tower', a luxurious residential tower is a modern architectural marvel inspired by ancient Achaemenian design and style. It is a living exhibition of Persian architecture and the ancient Zoroastrian faith. The tower, which is built as per international standards, offer spacious flats and modern amenities, which include a large swimming pool, health spa, club house, gymnasium, play area, piped gas, high-end electronic security, elevators, spacious car elevators and ample parking space. The lower section of the tower displays historical panels which are interactive, user-friendly and can be accessed every evening by the public with guides and ushers dressed in Achaemenian costumes. The Fire Temple is based at the rear section of the Ground Floor. The décor for the same is finished in teak tiles, polished wood benches and the Persian motifs resembles and follows the design principles of agiary all across the city.

For the first time, Persian Architectural elements have been used to showcase the rich Persian Art and Architecture through various dynastic rules. Iranian marble, glazed mosaic, colours depicting Persian architecture, motifs and panels is used in the construction of this Ground + Exhibition Hall + the nineteen floor residential tower. The Persian architecture residential tower is inspired by ancient Achaemenian design and style. The awe-inspiring architectural structures at Persepolis and Pasargade are the inspiration for this grand, very modern and luxurious residential tower.

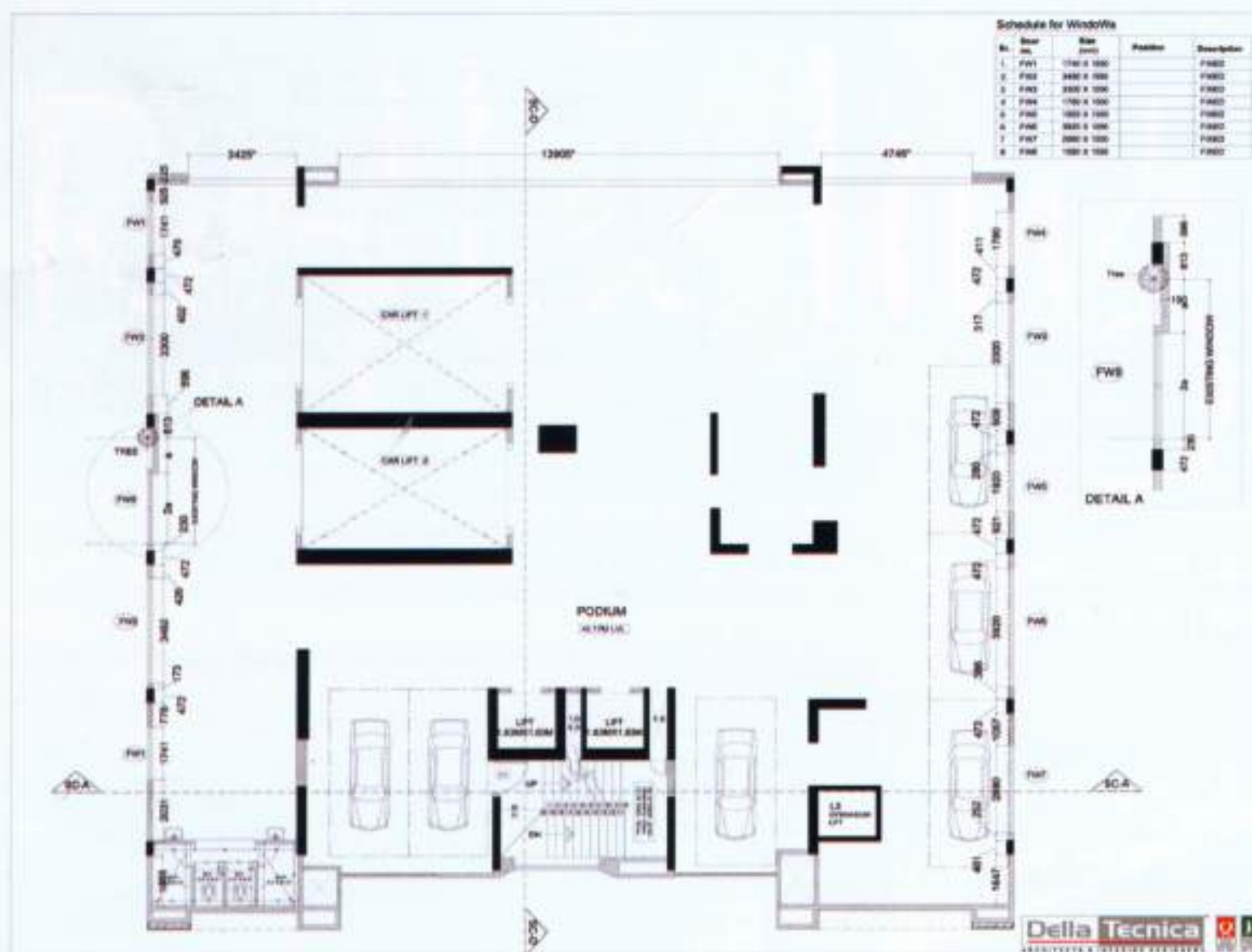
This building which is situated diagonally across Muncherji Edulji Joshi's statue at Dadar Parsi Colony is "aimed at becoming a Zoroastrian landmark of Mumbai" styled in Iranian architecture, which Parsis from all over India and abroad will make it a point to visit. It will be a visual delight and an intellectual feast, which is historically empowering. The idea behind constructing this tower is to display great variety, both structural and aesthetical, each developing gradually and coherently out of prior traditions and experience of ancient Iran and portraying the past glory through non-judgmental and creative vision. All required permissions and approvals, both from the building regulatory committee and the high authority of the community was needed to be taken before commencement of work and design on site.

Today, more than two-and-a-half millennium later, residents of the landmark Dadar Parsi Colony, comprised to be the largest Zoroastrian enclave in the world with only members of the community to living in this "reserved area". The colony is home to an estimated 15,000 or more Parsis, which is by far the largest concentration of Parsis in Mumbai, and possibly the World. Given the dilapidating state of Parsi temples (agiary) in the city and the passion to contribute to the community led Della Tecnica to 'adopt, conserve and restore' the 'Rustom Faramna Agiary in Dadar, built in 1928 A.D.'



Some of the Persian Architectural design elements used to aesthetically enhance and visually portray the Iranian culture are as under

- Apandana Palace Fluted Columns with twin bulls head
- The lion devouring the bull signifying seasonal change - Navroze
- Beautiful Column with spectacular capitals, in the form of composite human head on an animal body
- Mythological creature - Hunam headed winged bulls at the entrance to Cyrus's Palace
- The lion capitals in the form of magnificent double lions protomes
- Traditional pillar made of stone or plastered mud-brick. The pillar has a round hollow to contain the burning embers and the sacred ash
- Audience hall relief-Pair of Incense burners
- Wine Goblet - Found from Susa, currently in the Museum.
- Eastern Staircase - Armenian and Babylonian delegations - Apadana
- Guardian sphinxes and Eastern stairway tribute bearers - Apadana
- Architectural elements of Pasargade and Persepolis etc. to be incorporated in design of the tower.
- Traditional Persian ceramic borders from Persepolis and Susa are used on the fascia of the building.
- 'The Gate of All Nations' from Persepolis has been replicated on the central facade of the building.
- Soffits of the terraces are embellished with replicas of traditional Persian medallions and motifs of that period.
- The entrance stairs of the building replicates the eastern stairs of the Apadana at Persepolis showing procession of people bringing tribute to the Achaemenid king, Darius the Great Building fascia also dictates people walking; people with horses are next; at the end, we see two chariots which interprets a procession of dignitaries towards the king as in Persepolis.
- At the building entrance, we can see the struggle between a bull and a lion and symbolizing eternity



identify areas that needed immediate attention and appreciation and decided to fill in the loop holes from the past. They also felt the need to dictate the same into the visual environment and 'to create, replicate and incorporate' the Persian culture into the day-to-day life of the Parsi community living in the vicinity. The same could be achieved by creating a present day landmark for the community as a whole.

With the community getting smaller, there was an urgent need for both the local residents as well as youngsters to be acquainted with their history. The initiative to chart a bright future for the community and with in-depth research, the architects zeroed in on a positive, result-oriented mission plan and decided to provide active service to the community by aiming towards building a structure that focuses on the past, unlike any other residential tower in the city. This finally cumulated to the designing, formation and development of 'Della Tower'. ▲

The team took up the project of restoration of the interiors and exteriors of this structure as a challenge. Extensive research on heritage architecture made up for experience in the field. The project, which started as a CSR activity, became one of our most prestigious and memorable projects, and eventually won us the Urban Heritage Award in 2003 by the Indian Heritage Society. The restoration of Rustom Faramna Agiary helped in creating greater public and institutional awareness for the need to preserve and protect public and private buildings, open spaces and gardens in the metropolis as a proud expression of the city's unique heritage. This led to the realization that the problems of the Zoroastrian community are rooted deeply. The architects felt an intense need to

fact file:

- project name : Della Tower - Residential Building -Basement + Ground + 3 Levels of Parking + 15 Floors
- client : Della Tecnica Pvt. Ltd.
- architect/s : Jimmy Rusi Mistry (Della Architects Pvt. Ltd.)
- interior designer : Jimmy Mistry
- other consultants : Della Constructions Pvt. Ltd.
- dt. of commencement : January 2008
- expected dt of completion : November 2009
- area : Approx. 70, 000-sq.ft.