

## RISING SOON: THE CITY'S TALLEST TOWER

At 450 metres, World One coming up at Lower Parel will compete with the world's highest buildings, say the developers

MUMBAI MIRROR BUREAU

Mumbai's tallest residential building is set to come up by 2014. Ambitiously titled World One, the 117-storeyed residential tower will be built on 17 acre plot - Lodha Place - at Lower Parel, rechristened Upper Worli, on what used to be Srinivas Mills.

Designed by Pei Cobb Freed, whose credits include United States Holocaust Memorial Museum in Washington, the contentious modernisation of the Louvre Museum in Paris and The Four Seasons Hotel in New York - World One is said to be one of the tallest residential towers in the world at over 450 metres. As of now, Mumbai's tallest residential building is Imperial Tower at Tardeo with a height of 252 metres.

Abhishek Lodha, managing director, Lodha Group, said, "Our objective since the time of the project's conception a year back has been to create a great quality product, whether it is the tallest or not. The height is just a bi-product of the design."

In fact the building is consuming a Floor Space Index of only 3.7. "Because we left a lot of open spaces in the building, we've had to go higher," Lodha added. Apart from around 2,00,000 sq ft of landscaped gardens for residents, the project will have a sizable spaces for common gardens, coffee shops and other retail spaces, which, on the lines of the Rockefeller Centre in New York City, will be open to the public as an exercise of integrating the building into the community fabric.

However, for those wanting to enjoy a bird's eye-view of the city from the giddy heights, there's bad news. Unlike Burj Khalifa, the recently unveiled 828 metre mixed use tower in Dubai, there isn't any arrangement for tourists to whoosh up to one of the higher floors for a better view. Access to the observation deck at 1,000 ft (300-metres) will be a privilege of the residents only.

The entire development will have three residential towers, a high-end shopping avenue and an office building, creating around 3.5 million sq ft of space, one million of which will come from World One. It will have about 300 apartments, including three and four-BHKs, villas and mansions, priced between Rs 7.5 crore to Rs 45 crore. Pre-launch of the project for investors has already been done and sources say around 45 flats have already been booked. Official bookings are expected to start by June-end.

A computer generated model of World One. The building is expected to come up by 2014

