



# REFINING LUXURY



Anjum Jung's Morph Design Company has designed some of the most stately projects in Bengaluru.

**T**he Prestige Group may be one of the top five construction companies in Bengaluru but very few know that Anjum Jung's Morph Design Company has given the Prestige brand a design edge that's unique and has now become a signature style associated with the construction giant. Anjum also happens to be the youngest sister of Irfan Razack, CMD Prestige Group and MDC was originally set up as an in-house interior design sub-division of Prestige. But today it has grown into an independent company handling more than Prestige's ventures.

From its inception, Anjum and her team at MDC have created some of Prestige's most spectacular interiors. Initially focused on residential interiors, MDC later diversified into hospitality, a move which came from Anjum's brief stint at Cornell University,





School of Hotel Administration, USA. "Today, my aim is to try and give a unique and distinctive style to each of my projects," says Anjum.

Morph Design Company's portfolio today comprises an impressive array of residential interiors, spas, serviced apartments, club houses and homes, all appointed with Anjum's classy taste for refined luxury. Gifted with an inherent eye for tastefully sophisticated design themes, colour palettes and objets d' art, projects designed by Anjum combine old-world opulence with clutter-free contemporary chic.

Anjum has always had a passion for antiques and traditional furniture.

Says Anjum, "Our approach to every project is holistic. The company firmly believes that good design is ultimately the amalgamation of original ideas, design intent and livability.



Each of our projects reflect the company's deep interest in integrating local influences and cultural values with global trends. Our projects challenge conventional thinking and fuse design sensibility with function; the modern and contemporary with the traditional."

Regarding her policy of dealing with clients, Anjum says she follows an interactive design process which involves constant inputs from the client. "Throughout the process we use a number of visual tools to help the client picture what we have in mind — photographs, floor plans, colour palette selections, wall coverings, faux finishes, fabric, window treatments and furniture selections. We continuously supervise all phases of furniture manufacturing and personally handle and oversee installation of all products."

Anjum's work philosophy is self-taught but a design firm she admires is YabuPushelberg, and its partners George Yabu and Glenn Pushelberg. "I admire their out-of-the-box thinking and experimental design. They walk the fine line between edgy and elegant and incorporate a definite twist in design even when executing a modern style to avoid falling into the 'cliché' category. I also admire the fact that the duo's design compatibility is grounded in a shared commitment to experimenting with materials, processes and ideas."

Anjum confesses that the Park Hotel chain and its design philosophy have always inspired her. "I like their experimental design and their propensity to explore new avenues of design."

But at heart, Anjum is a chef, she says, with a yen for travel. Perhaps someday she'll combine her love for food and her expertise in hospitality design and have her own restaurant.





Here are five of MDC's projects which she says are her favourites.

#### ANGSANA SPA

The Angsana Oasis Spa, Prestige UB City, is a swanky spa which offers its guests 4,700 sq. ft of wellness area. On arrival a tree motif engages visitors and the motif continues to extend on the floor as well as in the furnishings. An indoor spa within a luxury space, its design aesthetic embodies sublime bliss.

The Angsana Oasis Spa, at Prestige Ozone in Bengaluru taps into the city's perfect weather. This charming outdoor spa is inspired by natural materials. Indigenous stone, warm lights and tiled roofs set the tone for a wonderful spa experience here. Lush landscapes enclosed within each pavilion and natural bamboo blinds hint at a tropical sanctuary.

The combination of gorgeous natural light, rich wood and the use of earthy colours – yellow ochre, burnt sienna – conveys a sense of Nature's goodness.





### PRESTIGE OAKWOOD – UB CITY

The serviced apartments that I have designed for a prestigious brand like Oakwood within the landmark UB City will always hold a special place for me. In the studio apartments, the living/bedroom area has carpeted flooring teamed with natural teak colored wood with grain patterns that create a mesmerizing effect. The upholstery is a mix of dark and light colors that further add to this effect. The light here is in the form of cove lights and lampshades add to the warmth.

The Italian kitchen is done with 70-30 teak and white colors. All the modern-day appliances which are a must for urban lifestyle are available with enough storage space.

In the bedroom suites, the living area has dark wood flooring with light coloured upholstered fabric. The arrangement of the plush, comfy seating is done in a very informal way to give a homely effect. Ornate metal framed artwork on the wall adds a splash of bright colour to the room. The dark wood flooring is also extended to the dining area which consists of a simple six-seater dining table and a buffet unit. The elegant crystal chandelier adds glitz to this otherwise simple area.

### PRESTIGE ROYAL WOODS

Prestige Royal Woods is a premium residential enclave in Hyderabad. Spread over 25 acres, Prestige Royal Woods features 152 spacious 3 and 4 bedroom villas, a fully accoutered clubhouse and various common amenities all set within dense and verdant landscapes intermingled with a network of pedestrian trails, walkways and water bodies.







Luxury is the dominating factor in the decor of the space. It is very modern in design with bold colours making the whole ambience jazzy yet elegant in its own way. Italian marble flooring spells class. Modern furniture, rich suede furnishings, chandeliers and accessories brighten up the space.

The television cum family room on the upper level has deep wine coloured wallpaper as an accent wall with a cosy couch placed against it. The comfort factor is emphasized by the neatly designed TV-cum-storage unit in dark wood. There is ambient lighting coming from the suspended ceiling lights as well as the wall lights.



The Italian kitchen is neatly done up with adequate storage space — white lacquer overhead storage, frosted glass shutters and dark brown under-counter storage is available. The kitchen also has a small breakfast counter tucked in with all the necessary electrical appliances.

All the bathrooms have Italian flooring and dadoing complemented by beautiful sanitary-ware which blends in with the modern contemporary style of the house. The interesting element in the bathrooms is the ceiling which has backlit acrylic with SS framework.



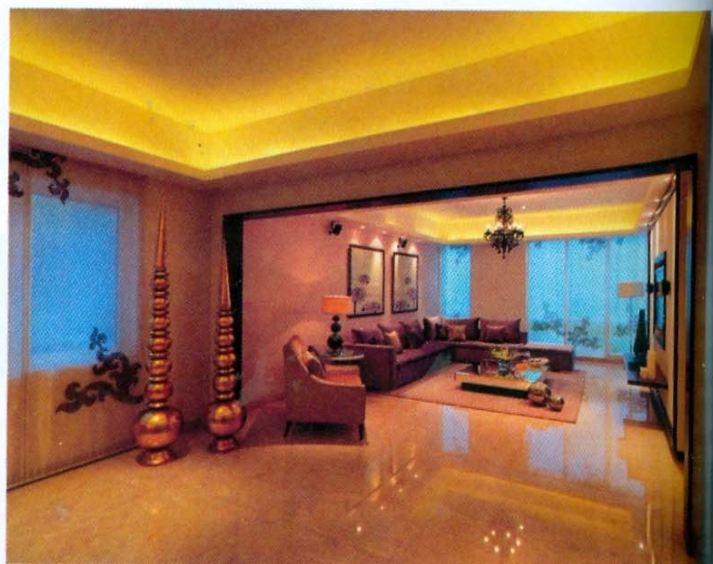


### PRESTIGE WHITE MEADOWS

This contemporary, minimalist yet luxurious project comprises 214 Sky Villas in four high-rise towers of up to 27 floors and 66 Villas set in scenic grounds. This project is all set to redefine the standards of premium living in Bengaluru. This project seeks to bring about a union of practicality and aspirational dreams in order to create a paradise which is opulent, grand and luxurious.

The homes are designed around a focal point i.e. a large living and dining area. A mix of diverse furniture, in varied shades of pastel colours, done in wooden and lacquered finish enhances the perception of luxury. Each apartment has been provided with a state-of-the-art Italian kitchen with an island cooking range. A health club consisting of a gym, a jacuzzi along with a steam & shower is also exclusive to every apartment. The bedrooms are designed with the finest furniture. Enhancing them are designer soft furnishings. All bedrooms are also equipped with German-made wardrobes.

An integrated and complete automation system has been provided in the apartment controls — all A/c, lights and draperies can be operated by the touch of a button to create the perfect ambience for catering to different moods.







### PRESTIGE GOLFSHIRE (under construction)

Set against the picturesque Nandi Hills and spread across 275 sprawling acres, Prestige Golfshire comes complete with ultra-luxurious mansions, a 300-bed 5-star hotel, the club house — Falcon greens, a luxury spa — Quan, a private lake and the *pièce de résistance* — an 18 hole, championship-sized golf course. The mansions are set amidst the plush greenery of the golf course.

The concept is modern minimalistic with muted colour tones of beige and browns used on walls as well as furniture. The whole idea behind the mansions was to bring peace and serenity of the outdoor gardens indoor. Chandeliers and cove lighting have been used to achieve an ambient and subtle atmosphere. The living spaces have huge windows and fixed glazing which look out onto the swimming pool.

The living space has a modern TV unit with walnut veneer and loose furniture. Rich suede fabric and sheers have been used for the windows to maximize the beauty of the pool and landscaping around.

The dining area has a feature wall with a glass chandelier and accessories to brighten up the space.

The master bedroom has been designed completely with off-white interiors, including the soft furnishing, to provide a soothing effect. Overall the look and feel for the room is minimalistic. The balcony looks out over the Nandi hills thus, providing a breathtaking view.

The space provided in certain areas of the mansion gives a strong impression of

openness. Long suspended lights from the first floor ceiling further enhance this effect.

The Italian kitchen is neatly done up with a centre island which has been provided with a cook-top and hob top. The Technistone countertop brings in a character to the space. The overhead and under-counter storage shutters have been blended in white and dark brown hues and provided with SS handles. The kitchen has been designed to provide maximum storage space and is equipped with all the necessary electrical appliances.

The flexibility and comfort that MDC has worked out for its clients is praise worthy, where they achieve the aesthetic-functionality balance in terms of design ☺

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Photographs: courtesy the architect