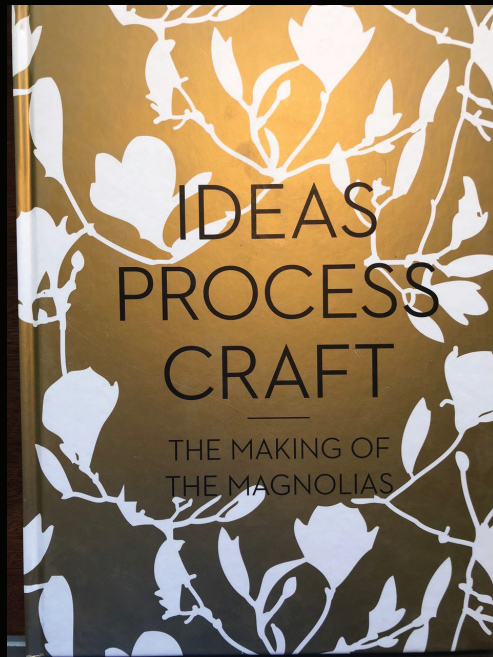


MAGNOLIAS CLUB

MAKING OF THE MAGNOLIAS CLUB BOOK



LILLY[™]
DESIGN INTERNATIONAL

Project: The Magnolias Club, Haryana, India
Lead Interior Designer: Donald W. Lilly ASID, NCIDQ

Developer: DLF Limited • Interior Design Firm: BLD



THE MAGNOLIAS CLUB

Having seen at The Aralias the difference a good club facility can make for the quality of life in a luxury apartment complex, it was clear that the club at The Magnolias too would be of the highest standard. But few people could have guessed the lengths the DLF team would go to in pursuing that goal.

From interior design consultants to kitchen consultants, spa consultants, theatre consultants and acoustic consultants, the best professionals from across the world were called in to help create the facility. In fact, parts of the already constructed club building were demolished and rebuilt to bring in improvements the consultants suggested.

Enhancing facilities is not something that brings the company any more revenue from sales of units in the building complex. Nevertheless, no expense was spared and no compromises accepted in any aspect of this experience designed exclusively for the residents of The Magnolias.



MAKING DETAILS, BETTERING SPACES

DONALD LILLY
Interior Designer
BILKEY LINAS DESIGN

Can you begin by telling us how you first touched base with The Magnolias building complex and what prompted you to get involved?

We were contacted by DLF in May 2010 regarding the interior design of the public spaces and entrance lobbies for The Magnolias Club building complex and as it turned out, Mr. Bilkey and Mr. Linas had known one another for over 20 years. They had worked together on several other successful projects, so this was a good fit from the get-go.

Units at The Magnolias could be bought semi-finished, or as "bare shells" for those who would prefer to customise the interior of their homes to their personal tastes. Why is it important to offer this option or service to the buyers?

Buyer options are a big selling point, particularly in the super luxury residential market. Having the option of a "bare shell" to begin with allows buyers to fully personalise their interior environment to fit their specific tastes and styles. On the other hand, buyers may prefer a semi-finished space allowing them to essentially move right in, avoiding the sometimes-lengthy fit-out process. In addition these buyers have the peace of mind knowing that they will have access to quality materials and top workmanship from their developer/contractor.



THE MAGNOLIAS TOWER BLOCK LOBBY

After working on the building complex, what do you think DLF has achieved by creating The Aralias and The Magnolias?

Donald Lilly of Bilkey Linas Design, the interior design firm famed for their original concepts in the international hotel industry, speaks to us about working with DLF and creating the luxurious public interior spaces in The Magnolias.



THE MAGNOLIAS CLUB'S MAIN LOBBY

The Aralias and The Magnolias have raised the bar in the super luxury residential market in India. Furthermore, the premier Gurgaon location, innovative architecture and design, together with top quality workmanship and unrivalled amenities have positioned them into a league of their own.

When you were designing for the public spaces in The Magnolias, what kind of style and taste did you, as the interior consultants anticipate?

There was close consideration for progressive and active family oriented buyers. Because we were essentially brought on board to provide the interior design for common public spaces of the residences, DLF requested that the highest quality materials, finishes and furnishings be used together with innovative design solutions.

Looking back at the building complex, what were some of the biggest turning points you've encountered or best memories that you've had during the process?

I would say that close collaboration with the client, the architectural team, and the landscape and lighting consultants, as well as the contractors and building complex managers from start to finish has been essential to the success of a building complex of this magnitude. Moreover, we really appreciated that the clients kept an open mind during the process. Their close attention to detail and their genuine concern during all phases has led to another exceptional DLF project.















The front row in The Magnolias Club is 24-seater cinema with art deco interiors, which is perfect for a private screening accompanied by snacks and drinks, or even a three-course meal.



RELAXATION
The Magnolias Club offers multiple avenues for relief from stress and tiredness.

SPA
For those who would rather be pampered a bit, the opulent spa's four serene, self-contained suites have a range of treatments.

TURKISH HAMMAMS
At the Turkish Hammams, separate for men and women, refreshing essential oils infused with deep heat promote relaxation and healing.

POOLSIDE JACUZZIS
The twenty-four Jacuzzis by the pool are great to soak in and get a water massage.

HEAD AND FOOT MASSAGE CHAIRS
For a quick rubdown after a challenging round of golf or a tough day at work.

SALON AND BARBERSHOP
The Magnolias salon and the barber shop have well-trained staff to give the perfect finishing touch to your locks and your look.



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